
AQUACULTURE RESTAURANT SURVEY

The objective of this survey is to understand trends in aquaculture. Your participation is completely voluntary and your responses will be handled with strict confidentiality. Your responses will be anonymously used only for research purposes. We appreciate your participation in making this study successful.

Contact: *Please provide a business card. Business cards will be entered in a drawing during which three individuals will receive a sumptuous New Jersey clambake.*

1. Do you ever use any of the following farm-raised (aquacultured) fish or shellfish in your foodservice operation? ***Please check all that apply***

	Always	Sometimes	Never	Would if had a Supplier
Trout				
Oysters				
Clams				
Tilapia				
Hybrid striped bass				
Salmon				
Scallops				
Catfish				
Mussels				
Sea bream				
Arctic char				
Crayfish				

2. How important are the following to you when purchasing seafood? (**Please circle**)

	Very Important		Somewhat Important		Not Important
Freshness	1	2	3	4	5
Variety	1	2	3	4	5
Country/region of origin	1	2	3	4	5
Absence of pesticide residues	1	2	3	4	5
Price	1	2	3	4	5

3. Do you use either the term “**Farm Raised**” or “**Aquacultured**” on your menu as a marketing tool?

1. ☐ Yes 2. ☐ No

4. Do you ever use the term “**Locally Grown**” or “**Locally harvested**” on your menu as a marketing tool?

1. ☐ Yes 2. ☐ No

5. Would you be interested in offering an “**organically aquacultured**” finfish or shellfish product?

3. ☐ Yes 4. ☐ No

6. What do you perceive are the advantages of aquacultured products? (**Please select all that apply**)

- | | |
|---|--|
| 1. <input type="checkbox"/> Consistent supply | 2. <input type="checkbox"/> Consistent quality |
| 3. <input type="checkbox"/> Consistent Price | 4. <input type="checkbox"/> Consumer perception of quality |
| 5. <input type="checkbox"/> Safety concerns | 6. <input type="checkbox"/> Better shelf life |
| 7. <input type="checkbox"/> Lower cost | 8. <input type="checkbox"/> Better portion control |
| 9. <input type="checkbox"/> Other _____ | |

7. If you are not using farm-raised products, why not? (**Please select all that apply**)

- | | |
|---|--|
| 1. <input type="checkbox"/> High price | 2. <input type="checkbox"/> Unable to get regular supply |
| 3. <input type="checkbox"/> Bad past experience (i.e. off flavor) | 4. <input type="checkbox"/> Lower nutritional value |
| 5. <input type="checkbox"/> Less flavor than wild | 6. <input type="checkbox"/> Limited variety |
| 7. <input type="checkbox"/> Detrimental to the environment | 8. <input type="checkbox"/> Other _____ |

8. Where do you purchase the majority of your seafood?

- | | |
|---|--|
| 1. <input type="checkbox"/> Wholesale fish market | 2. <input type="checkbox"/> Local seafood dealers |
| 3. <input type="checkbox"/> Full service restaurant distributor | 4. <input type="checkbox"/> Major Seafood Wholesaler |
| 5. <input type="checkbox"/> Directly from boats or fish farmer | |

9. Would you ever purchase directly from growers/harvesters if you could be assured of consistently high quality?

1. ☐ Yes 2. ☐ No

10. What are the most important attributes of the seafood that you purchase?

1. ☐ Local harvest 2. ☐ Freshness 3. ☐ Quality 4. ☐ Never frozen

11. Do you have any concerns regarding conventionally aquacultured seafood?

1. ☐ Yes _____ 2. ☐ No

12. What do you perceive are the major advantages of “organically aquacultured” seafood?

- | | |
|---|--|
| 1. <input type="checkbox"/> More environmentally friendly | 2. <input type="checkbox"/> Avoid contaminant concerns |
| 3. <input type="checkbox"/> More humane treatment of animals | 4. <input type="checkbox"/> Safer |
| 5. <input type="checkbox"/> Avoid concerns about antibiotic use | 6. <input type="checkbox"/> There are none |

13. How do you perceive “organically aquacultured” seafood compares to conventionally aquacultured seafood?

In terms of **quality**:

- | | | | |
|------------------------------------|-----------------------------------|----------------------------------|------------------------------------|
| 1. <input type="checkbox"/> Better | 2. <input type="checkbox"/> Worse | 3. <input type="checkbox"/> Same | 4. <input type="checkbox"/> Unsure |
|------------------------------------|-----------------------------------|----------------------------------|------------------------------------|

In terms of **flavor**:

- | | | | |
|------------------------------------|-----------------------------------|----------------------------------|------------------------------------|
| 1. <input type="checkbox"/> Better | 2. <input type="checkbox"/> Worse | 3. <input type="checkbox"/> Same | 4. <input type="checkbox"/> Unsure |
|------------------------------------|-----------------------------------|----------------------------------|------------------------------------|

In terms of **variety**:

- | | | | |
|------------------------------------|-----------------------------------|----------------------------------|------------------------------------|
| 1. <input type="checkbox"/> Higher | 2. <input type="checkbox"/> Lower | 3. <input type="checkbox"/> Same | 4. <input type="checkbox"/> Unsure |
|------------------------------------|-----------------------------------|----------------------------------|------------------------------------|

In terms of **prices**:

- | | | | |
|------------------------------------|-----------------------------------|----------------------------------|------------------------------------|
| 1. <input type="checkbox"/> Higher | 2. <input type="checkbox"/> Lower | 3. <input type="checkbox"/> Same | 4. <input type="checkbox"/> Unsure |
|------------------------------------|-----------------------------------|----------------------------------|------------------------------------|

14. Organic seafood would be healthier than conventional seafood?

- | | | | |
|--|-----------------------------------|--------------------------------------|---|
| 1. <input type="checkbox"/> Strongly agree | 2. <input type="checkbox"/> Agree | 3. <input type="checkbox"/> Disagree | 4. <input type="checkbox"/> Strongly disagree |
|--|-----------------------------------|--------------------------------------|---|

15. Organic aquaculture would be better for the environment than conventional aquaculture?

- | | | | |
|---|--------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree | <input type="checkbox"/> Strongly disagree |
|---|--------------------------------|-----------------------------------|--|

16. Is an organic label credible for seafood?

- | | |
|---------------------------------|--------------------------------|
| 1. <input type="checkbox"/> Yes | 2. <input type="checkbox"/> No |
|---------------------------------|--------------------------------|

17. What effect (if any) would “Certified Organic” label have on your purchasing decision(s)?

- | | | |
|---|---|---------------------------------------|
| 1. <input type="checkbox"/> More likely to purchase | 2. <input type="checkbox"/> Less likely | 3. <input type="checkbox"/> No effect |
|---|---|---------------------------------------|

18. If given the choice to purchase “Certified Organic” or uncertified organic seafood what would be your preference?

- | | |
|---|---|
| 1. <input type="checkbox"/> Strongly prefer certified organic | 2. <input type="checkbox"/> Somewhat prefer certified organic |
| 3. <input type="checkbox"/> No preference | 4. <input type="checkbox"/> Somewhat prefer uncertified organic |
| 5. <input type="checkbox"/> Strongly prefer uncertified organic | |

19. What does “organic” seafood mean to you?

- | | |
|---|--|
| 1. <input type="checkbox"/> Wild-caught | 2. <input type="checkbox"/> Absence of chemical and pesticide residues |
| 3. <input type="checkbox"/> Other _____ | |

20. Would you switch your seafood supplier to be able to purchase organic seafood?

- | | |
|---------------------------------|--------------------------------|
| 1. <input type="checkbox"/> Yes | 2. <input type="checkbox"/> No |
|---------------------------------|--------------------------------|

21. Do you currently provide any type of organic or natural food in your menu?

- | | |
|---------------------------------|--------------------------------|
| 1. <input type="checkbox"/> Yes | 2. <input type="checkbox"/> No |
|---------------------------------|--------------------------------|

22. Do you believe offering organic seafood will create new customers?

- | | |
|---------------------------------|--------------------------------|
| 1. <input type="checkbox"/> Yes | 2. <input type="checkbox"/> No |
|---------------------------------|--------------------------------|

23. Suppose seafood that you purchase regularly costs \$1 per pound. Would you pay slightly more for organic certified seafood?

1. ☐ No
 2. ☐ Yes, I would pay between 1 cent and 10 cents more for organic seafood
 3. ☐ Yes, I would pay between 11 cents and 20 cents more for organic seafood
 4. ☐ Yes, I would pay between 21 cents and 30 cents more for organic seafood
 5. ☐ Yes, I would pay between 31 cents and 40 cents more for organic seafood
 6. ☐ Yes, I would pay over 41 cents more for organic seafood
24. If conventionally aquacultured seafood sells for \$1, how much do you think you can sell organically aquacultured seafood for?
1. ☐ Same
 2. ☐ Between \$1.01 and \$1.10
 3. ☐ Between \$1.11 and \$1.20
 4. ☐ Between \$1.21 and \$1.30
 5. ☐ Between \$1.31 and \$1.40
 6. ☐ More then \$1.41
25. Which of the following best represents your restaurant? (Price of main dish)
1. ☐ Inexpensive- less then \$10
 2. ☐ Moderately priced- between \$10 and \$20
 3. ☐ Expensive- more than \$20
26. Which type of meals does the restaurant serve? (Please check all that applies)
1. ☐ Breakfast
 2. ☐ Lunch
 3. ☐ Dinner
27. Sales per year for restaurants?
1. ☐ \$ Less than \$100,000
 2. ☐ \$ 100,000 - 199,999
 3. ☐ \$ 200,000 - 299,999
 4. ☐ \$ 300,000 – 399,999
 5. ☐ \$ 400,000 – 499,999
 6. ☐ \$ 500,000 - 599,999
 7. ☐ \$ 600,000 – 699,999
 8. ☐ \$ 700,000 – 799,999
 9. ☐ \$ 800,000 or more
28. What percentage of the revenue would you say is a result of sales of seafood?
1. ☐ Less then 5%
 2. ☐ 5 - 9%
 3. ☐ 10 - 14%
 4. ☐ 15 - 20%
 5. ☐ 25 – 29 %
 6. ☐ 30 – 34 %
 7. ☐ 35 - 39 %
 8. ☐ 40 - 44 %
 9. ☐ Greater then 45%
29. On average how many customers do you serve per day?
1. ☐ Less then 50
 2. ☐ 50-99
 3. ☐ 100-149
 4. ☐ 150-199
 5. ☐ 200-249
 6. ☐ 249-299
 7. ☐ 300- 349
 8. ☐ 350-399
 9. ☐ More then 400
30. What is the ethnic distribution of the customers?
- _____ % Black _____ % White _____ % Hispanic or Latino
- _____ % Asian _____ % Others
31. In terms of percentage, about how many customers would you say are looking/requesting for organically/naturally raised seafood product?
1. ☐ Less then 5%
 2. ☐ 5 - 9%
 3. ☐ 10 - 14%
 4. ☐ 15 - 20%
 5. ☐ 25 – 29 %
 6. ☐ 30 – 34 %
 7. ☐ 35 - 39 %
 8. ☐ 40 - 44 %
 9. ☐ Greater then 45%